

**Patent claims**

1. Internet-supported information system for selective representation of data emails (8) from a plurality of data providers (X,Y), which can be called up for a plurality of data receivers (E), comprising
  - a central information server (1) with an email interface unit (4()), a web interface unit (10), a memory device (6), which features at least an advertising memory unit (7) to store data emails 98) of the data providers (X,Y), and a selection device (13),
  - a plurality of data processing systems (2), which are respectively allocated to a provider (X,Y) and which are provided with an email interface (5<sub>X</sub>, 5<sub>Y</sub>) which is enabled to communication with at least one provider-specific email address (4<sub>X,B</sub> , 4<sub>Y,B</sub> , 4<sub>Y,C</sub>) of the email interface unit (4) of the central information server (1), and
  - a plurality of portal servers (3) which are respectively provided with a web interface (11<sub>A</sub> , 11<sub>B</sub> , 11<sub>C</sub>) and which can be connected to the web interface unit (10) of the central information server (1),wherein the portal servers (3) have access to specific data emails (8<sub>X,A</sub> , 8<sub>X,B</sub> , 8<sub>Y,B</sub> , 8<sub>Y,C</sub>) which are stored in the advertising memory unit (7) and which are automatically determined by the selection device (13) according to the identity of the respective portal server (3<sub>A</sub> , 3<sub>B</sub> , 3<sub>C</sub>), and can represent them by means of a link on a homepage (16<sub>A</sub> , 16<sub>B</sub> , 16<sub>C</sub>).
2. System according to claim 1,  
characterized by the fact  
that the memory device (6) of the central information server...

(1), in addition, features a provider database (18) to prepare provider-specific data, wherein the respective advertising email (8) and the provider-specific data can be automatically connected with one another for each provider (X,Y).

3. System according to claim 2,

characterized by the fact

that the provider-specific data, which are filed in the provider database (18), each contain a link to an Internet presence of the provider concerned (X,Y).

4. System according to one of the claims 1 to 3,

characterized by the fact

that, in addition, memory device (6) of the central information server comprises an archive (9) to retrieve previous data emails (8).

5. System according to one of the claims 1 to 4,

characterized by the fact

that, in addition, selection device (13) comprises a content selection module to select such data emails (8), which are stored in advertising memory unit (7) and can be accessed via the respectively used portal server (3). These data emails correspond to the content selection criteria selected by the respective data receiver E.

6. System according to one of the claims 1 to 5,

characterized by the fact

that, in addition, selection device (13) comprises a content selection module to select such data emails (8), which are stored in advertising memory unit (7) and can be accessed via...

he respectively used portal server (3). These data emails correspond to the provider selection criteria selected by the respective data receiver.

7. System according to one of the claims 1 to 6,  
characterized by the fact  
that, in addition, central information server (1) comprises an action device to implement predetermined processes, which are selected by the respective data receiver (E) in view of the respectively retrieved data emails (8) allocated to provider (X,Y).
8. System according to one of the claims 1 to 7,  
characterized by the fact  
that the links of the individual portal servers ( $3_A$ ,  $3_B$ ,  $3_C$ ) access different, portal-specific websites ( $12_A$ ,  $12_B$ ,  $12_C$ ), via which only the data emails (8) can be retrieved, which are respectively chosen, specifically for the portal, by selection unit (13) and are released for access.
9. System according to one of the claims 1 to 8,  
characterized by the fact  
that multiple content-specific email addresses ( $4_{X,A}$ ,  $4_{X,B}$ ,  $4_{Y,B}$ ,  $4_{Y,C}$ ) are allocated to individual providers (X,Y) on the email interface unit (4) of the central information server (1).
10. System according to one of the claims 1 to 9,  
characterized by the fact  
that at least a few provider data processing systems (2) each comprise a web server with a web interface unit and a memory device accessible via the web interface unit for provider-specific data records stored in an Internet-compatible format...

whereby central information server (1) contains a memory unit with the contact data relating to the link connection to the provider web servers, and whereby the portal servers have access to provider data records via the information server from specific providers which are detected by the selection device depending on the identity of the respective portal server, and can thereby display these provider data records via a link on a homepage.

11. Internet-supported system for selective representation of data records of a plurality of providers, comprising
- a plurality of web servers, which are each allocated to a provider, which feature a web interface unit and comprise a memory device that is accessible via the web interface unit for provider-specific data records stored in an Internet-compatible format,
  - a central information server with a web interface unit, a memory unit with the contact data relating to the link connection to the provider web servers, as well as a selection device and
  - a plurality of portal servers, which are each comprised of a web interface and can be connected to the web interface unit of the central information server,
- whereby the portal servers have access to provider data records via the information server from specific providers that are detected by the selection device according to the identity of the respective portal server and can then display them via a link on a homepage.

12. Procedure for Internet-supported information from data receivers (E) via advertising of data providers (X,Y), comprising the following steps:

Preparation of a central information server (1) with an email interface unit (4), a web interface unit (10 and a memory device (6), which comprises at least one advertising memory unit (7);

Preparation of a plurality of portal servers (3), which each have a web interface unit (3) and can be connected to web interface unit (11) of central information server (1);

Sending advertising emails (8) containing provider-specific data by means of a plurality of data processing systems (2), which are each allocated to a provider (X,Y), each time at least at a provider-specific email address ( $4_{X,A}$  ,  $4_{X,B}$  ,  $4_{Y,C}$  ,  $4_{X,C}$ ) of central information server (1);

Automatic storage of the advertising emails (8), which enter central information server (1) in advertising memory unit (7);

Enabling the creation of connections between a plurality of data processing systems (15), which are each allocated to a data receiver (E) and feature a web interface (14), and central information server (1) by using the link of the respective portal server (3) which is retrieved by the data receiver concerned;

Automatic selection of, which depends on the identity of the respective portal server (3), and access clearance to advertising emails (8) stored in advertising memory unit (7);

Retrieval of the selected and cleared advertising emails through the plurality of advertising receivers on the world wide web.

13. Procedure according to claim 12, characterized by the fact that the retrievals of advertising emails (8) by data receivers (E) is recorded and registered with allocation of the respectively used portal server (3).
14. Procedure according to claim 12 or claim 13, characterized by the fact that the individual portal servers (3) access different, portal-specific websites (12) via the respective link. Only the advertising emails (8), which have been selected specifically for the portal and have been cleared for access, are retrieved through these websites.